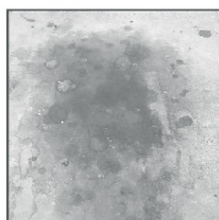


WELCOME! Please Come Inside.

We like it when people buy fuel at our pumps. We like it even more when they fuel up with our carefully prepared foodservice offerings. The best way – the only way – to truly say “Come On In” is with clean gas islands.



It's a known fact that clean gas pads drive business, particularly foodservice. Scott Apter, President of Apter Industries, claims cleaning gas pads doesn't have to be painfully difficult. “You need a carefully positioned product that does three things: It has to work fast and deep clean. It must meet local and federal environmental regulations. It has to be safe for team members to use,” he said. “Our **Gorilla XDX** was formulated to handle all of the above. It uses **Proprietary Instant Action Surfactants** to immediately break down oil and road grime, and **Oil Gobbling Microbes** to continue the work.”



BEFORE



AFTER

Gorilla XDX is part of the Apter **Forecourt First® Gas Island Cleaning System** which helps modern day convenience store operators get a handle on total forecourt maintenance. Apter Industries has prepared a guide called “**How to Get Clean Gas Pads and Stay Out of Jail.**”

It puts a humorous spin on the various accepted oil removal methods, and the very serious subjects of OSHA requirements and the environmental consequences of using improper procedures and disposal methods. It's a great read for Fuel Managers, VP's of Operations, and Directors of Facilities.

To get your “Clean Gas Pads Guide”, or to activate the **Gorilla XDX Gas Pad Cleaner InfoMarketing offer** (free pump sprayer applicator with the purchase of 4 gallons of **Gorilla XDX** includes shipping and handling for as low as \$64), contact Joe DeLuca at jdeluca@apterindustries.com or visit www.apterindustries.com.

MillerCoors Drives Cold Vault Innovation

Selecting the right new products is critical in the beer category as innovation typically expands category sales by +0.5% and one of the hottest segments in convenience stores is Hard Sodas—up almost 90% in Q4 vs. Q3. However, until recently much of the focus has been about root beer.

Introducing Henry's Hard Soda, a new line of deliciously refreshing hard sodas made with real cane sugar. Crafted for beer and non-beer drinkers alike with 4.2% alcohol by volume, Henry's puts a playful spin on familiar flavors with Henry's Hard Orange Soda and Henry's Hard Ginger Ale.



The new hard sodas are inspired by the spirit of Henry Weinhard, a brewer known in the Pacific Northwest for making flavorful beers and great soda for over a century. When Portland unveiled a new public fountain in 1887, Henry offered to pump beer through the fountain for everyone to enjoy. Today, Henry's fun-loving personality lives on in this refreshing hard soda.

MillerCoors will support Henry's Hard Soda with a national marketing campaign similar to the successful Redd's launch. Henry's Hard Soda is available nationwide in January in six-pack 12-ounce bottles and 16-ounce single cans.

Here's what it will take to win with these exciting new products:

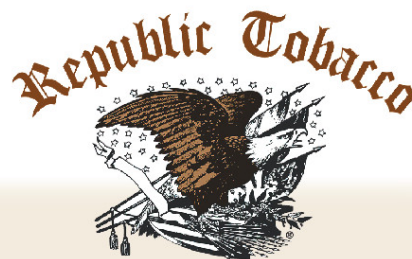
- Ensure your coolers are stocked with Henry's Hard Orange Soda and Henry's Hard Ginger Ale six-pack bottles
- Drive trial through 16-ounce single cans with your suction cup merchandising
- Create “introductory” impact in store by engaging shoppers with highly visible POS and display merchandising

Remember: Speed matters when it comes to winning in innovation in beer.

All service marks and trademarks used by Apter Industries, Inc. are licensed from AIFCO, LLC

Roll In Profits With Make-Your-Own

Republic Tobacco is the industry leader in the make-your-own (MYO) and roll-your-own (RYO) category.



The make-your-own (MYO) and roll-your-own (RYO) category is dynamic and extremely profitable. Driving factors behind its steady and reliable performance are its reasonable price, exceptional quality and the ability for its adult consumers to customize their tobacco experience. Adult consumers choosing to make or roll their own regularly experience significant cost savings, while retailers who embrace items from this category benefit a great deal due to increased foot traffic, larger basket sales and increased profits.

Republic Tobacco has a proven track record of assisting all retail trade channels with entering, expanding, or maximizing the MYO/RYO category. Our extensive portfolio includes some of the most iconic brands the tobacco industry has to offer; with items in pipe tobacco,

cigarette tobacco, cigarette machines, cigarette papers as well as filter tubes, we have all of your category needs covered.

Additionally, we offer merchandising displays, point-of-sale materials, and a national sales force with an incredible amount of category expertise to ensure our wholesale and retail partners continue to maximize their profit-earning potential.

Let us help today! To roll in your profits and grow your OTP category, contact us at (800) 288-8888 or email Mark Lopofsky at mmlopofsky@rpbtab.com.

Detour Simple Ranked No. 1 Protein Bar by Men's Health



Protein products company Forward Foods, LLC, the maker of the award-winning Detour bar, recently had their newest bar, Detour Simple, ranked the #1 protein bar by Men's Health magazine.

Men's Health set out to find the best protein bar. They started by consulting nutrition advisor Alan Aragon, M.S. to identify what makes a protein bar great for your body. His advice was to look for bars that contain: 20 grams or more of protein, 300 calories or less, 15 grams of fat or less, and 5 grams of fiber or more. The Men's Health team then tested dozens of brands for taste and texture. Of all the bars tested, Men's Health ranked Detour Simple No. 1, saying "this one takes it to the next level."

"We are honored to be ranked as the No. 1 protein bar by Men's Health," said Patrick Muldoon, CEO of Forward Foods, which owns Detour. "There is no other bar on the market like Detour Simple, with its combination of real ingredients in a delicious chocolate coating."

Detour Simple bars break the protein bar mold with clean ingredients and 10 or 20 grams of protein. The bars are certified gluten free, non-GMO and contain zero artificial ingredients, but have the same great candy bar taste for which Detour is known. The bars come in three flavors: Caramel Peanut, Chocolate Chip Caramel, and Salted Caramel Cookie Dough.

Detour Simple bars are available at convenience stores nationwide.

For more information, visit www.detourbar.com/simple.

Taste the Twist with Swisher Sweets Twisted Berry

Swisher Sweets limited edition cigarillo is creating a buzz at convenience stores.

Can you resist the twist? Swisher Sweets Limited Edition Twisted Berry cigarillos are the perfect blend of sweet grapes and tangy raspberries. Twisted Berry is sure to delight customers with its sweet, satisfying taste and popular pricing.

Limited edition cigarillos continue to be a huge hit and Twisted Berry is on track to be as popular as the summer favorites Summer Twist and Arctic Ice. In 2015, stores that carried Swisher Sweets limited edition cigarillos experienced significantly higher growth than stores that did not carry the product, with stores carrying posting an 11.3 % increase in large cigar volume. (Based on MSAi database through 6/11/16.)

Swisher Sweets Twisted Berry cigarillos are available in "2 for 99¢" pouches and "Save on 2" pouches, and will ship nationwide in October, but only while supplies last.

Jacksonville, Fla.-based Swisher International has manufactured quality tobacco products since 1861. The company ships over two billion cigars a year to more than 70 countries.

For more information or to place an order today, contact your Swisher representative at (800) 874-9720. For more information, visit www.swisherblk.com



URN Higher Profits with Teazzers Tea Programs & Products



FRESH BREWED
TEAZZERS!



Tea is among the most profitable products in those stores that have implemented a fresh-brewed program. The category has earned the highest gross profit of the entire beverage category, including ready-to-drink (40% GP) and fountain (45% GP).

Big Opportunities, Easy-to-Implement Solutions

Tea is one of the most underdeveloped beverage categories in convenience stores and foodservice establishments. Teazzers® is your total tea-solution provider with a vast portfolio of flavors—raspberry, mango, black currant, passion fruit, peach, green tea and more—plus the service, quality and freshness you won't find anywhere else.

Happy Customers, More Profit

Traditional soda is on the decline, and consumers are seeking fresher, better quality beverages now more than ever. Teazzers Fresh Brewed Tea Programs provide your customers with the tea they love, while you earn higher profits. Teazzers Fresh Brewed Tea Programs are available in a brewed, stand-alone solution for a counter top environment that's easily implemented and will help drive traffic to your stores.

Sweetening the Deal

Teazzers also offers liquid sweeteners in two formats: a Bag-In-Box pumped directly into your iced tea urn with a Bunn ITB brewer, or a 16 oz. bottle to sweeten your tea without additional equipment. Blend our sweet and unsweetened varieties, and enjoy up to a 93% profit margin!

To set up a demonstration or to place an order, please call
(888) 759-0195 or visit us online at www.teazzers.com.

Why Does Data Security matter in a C-Store?

Though it may not be the first thing on a retailer's to-do list, maintaining data security, specifically regarding customer payment information, PCI compliance and skimming devices, is vital for all merchants who process payment cards and participate in loyalty programs. The fallout from a data breach can be catastrophic since the results include loss of confidence, diminished sales, audit costs and potentially the cost of reissuing new payment cards and covering fraud losses.

The recent highly-publicized data breach at Wendy's in June of 2016 involved hundreds of "enslaved" credit card terminals and thousands of impacted customers. In the case of the Home Depot breach in 2014, the expense ran to the tens of millions of dollars and remediation took more than a year. The Payment Card Industry (PCI) publishes standards of compliance for customer data (the Data Security Standard, or DSS), and maintaining compliance with this PCI-DSS standard is one of the ways to keep your store and customer information safe in the event of an issue, and limits liability for the brand and the retailer, making the investment in compliance worthwhile for the merchant.

Systems are available from a variety of manufacturers to assist merchants in maintaining compliance and data security. One of the solutions gaining traction within the CS&P market is offered by Mako Networks, with several major oil companies having selected the product for PCI-DSS compliance at retail sites. Mako has an in-store appliance that maintains network security at the store level. What makes the Mako solution unique is the PCI certification template that allows store payment networks to be included in the scope of the PCI report on compliance that Mako maintains. This is made possible by combining features and technologies including a patented VPN creation system that is unique to Mako's cloud-managed solution.

Administrators can then manage the network connections at one or even thousands of sites through a single web interface without jeopardizing the networks' PCI-compliant status. By allowing remote management of features like in-store wireless networks, LTE-failover settings or web content filtering and on-site visits by technicians and trouble can be minimized.



logic.

Your Vape Customers Deserve the Best

Logic is an industry leader in the vapor product category thanks to its premium liquids, innovative products and flexible trade programs. Logic understands the fast-changing world of vapor products best, having designed its products with a busy lifestyle in mind.

That's why Logic continues to offer products that meet the needs of adult smokers and that capitalize on the growth within the category to the benefit of retailers and wholesalers.

Logic is one of the nation's largest suppliers of vapor products, including its status as New York's #1 vapor brand. Logic believes that simpler is smarter for adult consumers and offers a varied portfolio of products using quality components and e-liquids, including:

- Logic Pro Series Vaporizer with innovative, no-spill Smart Capsules, making refills easy and hassle free.
- Logic Power Series Electronic Cigarettes that offer consumers convenient vaping on-the-go in a rechargeable format with a powerful 300 mAh battery for a smooth draw with a thick vapor exhale.
- Logic LQD: A cutting-edge, dual coil open system vaporizer with a no-spill operation and a choice of e-liquid options for adult consumers.

For information on Logic's full range of products, visit www.logicvapes.us.

logic.

Equipped for Foodservice Success



Since 1906, Hussmann has provided innovative products, services and solutions for preserving and merchandising fresh foods. It is recognized throughout the world as a leader in manufacturing, selling, installing, and servicing display equipment and refrigeration systems for customers in the retail food industry. It also provides a variety of services to help food retailers become more efficient and effective. Hussmann serves several key markets, including supermarkets, mass merchants, convenience stores, drug stores, dollar and discount stores, and foodservice operations.

Hussmann is enabling excellence in food retailing by providing innovative solutions in areas such as merchandising, energy efficiency and sustainability, food quality and integrity, refrigeration, design and engineering, service and installation, and improving retail performance. We are passionate about food retailing and have a relentless dedication to our customers' success.

Hussmann Products, Services and Strategic Support

Hussmann's products include refrigerated and non-refrigerated display merchandisers, specialty display cases, self-contained display cases, LED lighting, glass doors and lids, refrigeration systems and other related products.

To back up its broad product offerings, Hussmann provides installation, service, maintenance, and aftermarket parts through an extensive service organization.

Hussmann offers a variety of related services in selected markets, including project management, energy audits and upgrades, construction support, application engineering, and store layout and design services. We base all our offerings on a culture of innovation focused on meeting the unique needs of retail customers and the consumers they serve.

To learn more, visit www.hussmann.com.

Home Market Foods: Great Brands to Drive Your Growth!



Foodservice sales are hot. Home Market Foods has the food solutions to help you drive sales.

Our products include:

RollerBites®



Bold! Different! Better! RollerBites are hot off the grill, bursting with flavor, and loaded with the good stuff like beef, chicken, bacon, and cheese. Great tasting and packed with protein, RollerBites offer the perfect on-the-go

meal or snack that totally crushes hunger, and keeps customers coming back for more.

RollerBites are available in our NEW Premium Burger Joint Cheeseburger flavors: Sriracha, Black & Bleu, Chipotle Bourbon, and Ghost Pepper. Flame-broiled Cheeseburger locks in juicy, savory, home-grilled flavor.

RollerBites are also available in our popular Chicken and Breakfast varieties. Lightly breaded and seasoned all-white Chicken offers more protein than any other chicken product on the grill – check out the newest favorite flavor, Greek Chicken Gyro! RollerBites Savory Breakfast combines hearty eggs, sausage and cheese for a delicious breakfast on the run.

Bahama Mama®



Customer favorites Bahama Mama® premium sausages and frankfurters provide all-day snacking solutions. Made from high quality cuts of beef and pork, no fillers, and offered in a variety of flavors to satisfy hearty appetites.

Bahama Mama German-Style Sausage, Bahama Mama 'N Cheddar, Fajita Dog, Jalapeño 'N Cheddar, Hearty Ham 'N Cheddar, Breakfast Sausages, Gourmet All-Beef Hot Dogs, and Twisted Pretzel Dog. Introducing NEW **Bahama Mama Split Sausage** for sandwich solutions any time of day.

Cooked Perfect®



Bring quality to your customers with ingredients from Cooked Perfect – the possibilities are endless!

Shaved Steak made from USDA Choice Beef, seasoned with a proprietary spice mix, and cooked to perfection. **Pulled Pork** made from tender and juicy pork, specially seasoned and slow-smoked for hours to lock in great flavor. **Cooked Perfect Meatballs** – Crafted for Your Senses. Made from select cuts of meat, real cheeses, savory herbs, and flame-broiled to perfection.

For information, visit www.cookedperfect.com.

Boosting Wine Sales

Gallo Family Vineyards is excited to offer delicious, slightly fizzy, wines with natural fruit flavors. Available in Sweet Peach, Sweet Pineapple and Sweet Berry, Gallo Family Vineyards Sweets is the perfect addition to any summer gathering.

- * Sweet Pineapple: Tropical fruit (pineapple) layered with sweet aromatics (honey) and hints of white flower (honeysuckle).
- * Sweet Peach: Tree/stone fruit (peach) layered with sweet aromatics (honey) and hints of tropical fruit (pineapple) and white flower (peach blossom).
- * Sweet Berry: Jammy red fruit (strawberry, watermelon) layered with sweet aromatics (cooked sugar) and hints of tropical (tutti frutti).



Wine overall has been a strong growth category in convenience stores. Why? Consumers are discovering the versatility of wine and how it fits into their casual lifestyle. Fun, practical and convenient packaging has been the catalyst for this trend.

Here is what convenience store operators can do to capitalize on this growing trend:

1) Expand Assortment

Expand your selection of 187ml, tetra, pouch, zip lids and cans. Whether it be concerns about waste, portability, "non-wine" occasions or convenience, alternative packages can be the answer.

2) Promote the Category

Like other products, location and communication are key when it comes to promoting the wine category. Feature the alternative packages in a perimeter position since these products answer the concerns of so many infrequent or non-purchasers of wine.

Contact your local Gallo representative for more alternative strategies for increasing wine sales or visit www.gallo.com.

Taking Jerky to a New Level

Low in calories, high in protein and full of flavor, good beef jerky may be one of the world's greatest snacks.



Chef's Cut Real Jerky was created by Chef Blair Swiler and Dennis Riedel. Blair has been smoking meats his entire life; a tradition passed along from his father. In 2009, becoming tired of having to buy terrible jerky every time they played a round of 18, golf buddies, Blair and Dennis, teamed up and began smoking and selling Chef's Cut to golf and country clubs across the US (turns out jerky is the perfect golf bag accessory). Today the vision to change the jerky world has resulted in the best tasting, highest quality jerky on the market.

The secret? We stay true to Chef Blair's relentless attention to quality and flavor. We use only premium cuts of steak and white breast meat – unlike the tough, chewy pieces of "mystery meat" our competitors use. We always hand-cut each piece, using only the finest real ingredients—just like you would find at your favorite steak house. The result? A healthy, high in protein, low in fat and great-tasting jerky, making Chef's Cut the perfect alternative to the standard high-fat, high-calorie snacking fare.

And while we have grown to reach people beyond the golf course, our goal is still the same—change the way people think about jerky—one healthy snack at a time. As Chef's Cut has penetrated the convenience store market, the positive reviews have been pouring in. In 2015, Chef's Cut was voted a Best New Product brand by Convenience Store Decisions and received an award at the NACS Show for its steak, chicken and turkey flavors.

For information, visit Chef's Cut at www.chefscutrealjerky.com or call (877) 210-2575.



InfoMarketing

This quarterly publication is made available to convenience store and petroleum marketing executives on a complimentary basis, thanks to the sponsorships of a select group of interested and involved industry suppliers.

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ADDRESS CHANGES:
Send address changes to:

Convenience Directions®
19111 Detroit Rd, Suite 201
Rocky River, OH 44116

or via e-mail to
info@conveniencedirections.com
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New Formats For Traditional Confections Brands

In recent years, confections category manufacturers have driven category growth by positioning distinguished and trusted brands like Reese's, Twix, M&Ms, KitKat, Snickers and Butterfinger® in different eating formats. Most major brands have embraced the hand-to-mouth eating experience by creating bite-sized versions of their highly-successful original versions. For example, you will now find KitKat Minis, Milky Way Bites, Snickers Bites and Butterfinger® Bites on shelves in most convenience stores around the country. These items have collectively helped drive confections category sales plus-4% during the past year.

As we head into 2016, we expect the bite-sized trend to continue as it provides the convenience store shopper a sharable and affordable indulgence. To continue growth, c-stores will need to embrace new formats and new items. One of the more popular new items for 2016 was new Butterfinger Peanut Butter Cups by Nestlé.

This item attracted national notice three months before launch with an October USA Today article, as well as October and December Good Morning America features. Nestlé plans to heighten the excitement by featuring Butterfinger Peanut Butter Cups in its first ever Super Bowl TV commercial. Due to the strong publicity this popularly-branded item



received it was a "can't miss" item for 2016 and is expected to continue to grow.

To expand on the Butterfinger Cups and capitalize on the growing bite-size category, Nestlé launched New Butterfinger Cup Mini's which hit stores February 2016. This item is available in two growing and popular pack sizes for convenience stores, Share Pack and Stand Up Bag. These larger packs not only provide a value for the customer, but bring in a higher dollar ring and larger profits for the retailer.

Overall, customer awareness of new items and pack sizes will be key for 2016. Take advantage of the high-impulse nature of this category by supporting 2016 new items with display vehicles, call outs on-shelf and promotional support where applicable. After all, who wouldn't like to give the latest and greatest delicious new candy items a try?

Boost Profitability With AIR-serv



AIR-serv is the industry leader in tire inflation and vacuum services, providing the most extensive distribution and service networks worldwide.

Our machines provide additional revenue to your bottom line, at zero cost to you. Join more than 70,000 convenience stores, gas stations and car washes that enjoy generous revenue-sharing from our reliable, hassle-free air programs.

AIR-serv's AIR for Charity program builds customer loyalty and goodwill as a unique incentive to make your location a routine destination.

With credit card capabilities, digital and calibrated equipment options and wireless monitoring technology for fast service, AIR-serv turns air into income for you. No provider in the market today can match AIR-serv's combination of service, technology and design.

For more information from AIR-serv Group LLC contact us at (800) 247-8363 or visit us online at <http://www.air-serv.com>.

Pringles® Now Offers Even More Variety

Salty snacks are a popular snack eaten between meals. As the No. 1 selling impulse salty snack brand¹, Pringles® can help you meet your customers' cravings with a variety of flavors and sizes.

Millennials, who are frequent snackers, have a preference for bold, unique flavors² and are influenced to purchase spicy flavors 30% of the time³. Now two favorite flavors, Jalapeno and Pizza, are available in a new Large Grab n Go size to satisfy the need for a quick snack on the go.

For the all-day snackers, Pringles® also has new flavors available for C-Store in resealable, stay fresh cans including Jalapeno, Ranch and Cheddar & Sour Cream.



Offering a full variety of Pringles, a \$65 Million brand in Convenience can help drive sales in your store. Light, crunchy and fun crisps in the iconic can, Pringles meets the consumers' cravings Now!

For more information, please visit www.kelloggsspecialtychannels.com/home/convenience

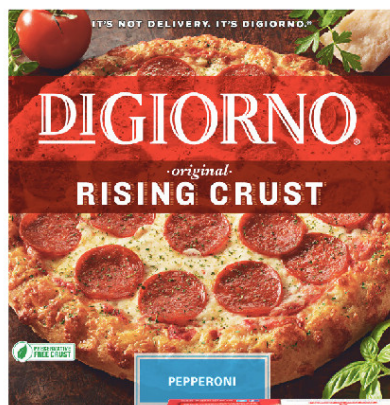
1. Nielsen Scan Total U.S. Convenience, 52 Weeks Ending Aug. 13, 2016
2. Mintel, Crackers, U.S., Executive Summary, March, 2016
3. Mintel, Salty Snacks, U.S., Executive Summary, April, 2016

Building a Pizza Game Plan

The top five annual pizza category sales days are: New Year's Eve, Halloween, the night before Thanksgiving, New Year's Day and football's Big Game day! Customers are beginning to plan their Big Game meals now, and whether they are cheering for their beloved team, rooting against their hated rival or just simply there to watch a good game with friends and family, they will all appreciate a great warm meal.

This year, some Americans will order from one of the dominant pizza delivery chains while numerous others will choose to forgo the potentially-long delivery wait times and select one of the appetizing frozen pizza options found in their nearest convenience store to satisfy their game-day craving. After all, who wants to wait for pizza delivery when a great-tasting frozen pizza is conveniently in hand?

Beyond the Big Game, consumers turn to their favorite c-store for frozen pizza throughout the year. Frozen pizza is a \$105 million business annually in the convenience store channel and is growing. Nestlé leads the category with a 63% share, and General Mills, Schwan's and Private Label collectively comprise the rest of the category.



Nestlé has earned this category leadership due to the popularity of the DIGIORNO® brand, which revolutionized the frozen pizza category in 1996 with the first rising-crust pizza. The brand now includes several varieties including a Classic Thin Crust, Cheese Stuffed Crust, Garlic Bread Pizza and the new Pizzeria™, which offers a flavorful sauce and premium toppings on a crispy crust.



Now is the time to make sure c-store frozen food doors are filled with pizza and that there is signage throughout the store to provide awareness for this important meal solution. To ensure maximum sales for all casual entertainment occasions and to provide consumers with a complete party experience, c-stores should also have other popular frozen items such as HOT POCKETS® sandwiches and ice cream, such as BREYER'S®/EDY'S® and HAAGEN DAZ® fully stocked. With all these items available in your stores' frozen doors, you and your customers will be ready to party from the Big Game, through the college basketball season and beyond!



For more information, please visit www.nestleusa.com.

Nestle Waters Committed to Sustainable Operations

At Nestlé Waters North America, we make sustainable resource management a top priority of our operations. We strive to manage our spring water sources so they can be enjoyed not just for today, but for generations to come. We know that in order for us to deliver water for many to enjoy, we need to work hand in hand with the communities and people around us. That's why our dedicated employees manage our 40 spring sources and maintain nearly 14,000 acres of natural watershed area.

When your customers open the cap on a sealed bottle of our water, they are making a conscious choice for quality-controlled refreshment using less energy, packaging and water to produce than any other packaged beverage. We are continuously working to minimize environmental impact by improving our operations at every stage of the bottled water life cycle: sourcing, manufacturing and packaging.

Our Bottle

We know that a smaller footprint starts with less packaging. This focus on innovation is never-ending as we are constantly assessing our bottled water packaging and identifying design and material changes. Looking ahead, our goal is to incorporate more alternative packaging material, including recycled plastics and/or bioplastic made from renewable materials, into our packaging.

Bottled water is one-tenth of 1% of a person's carbon footprint. A life cycle analysis shows our .5-liter bottled water is among the best packaged beverage choices for the environment because it requires less energy and other resources to make and transport than a heavier bottle containing more ingredients.

All of our "single-serve" bottles from eight ounces to three liter that are made from non-recycled PET #1 plastic, as well as our one gallon and 2.5 gallon bottles made from non-recycled HDPE #2 plastic, are completely BPA-free. Additionally, all of our five-gallon bottles are now made of PET #1 plastic which is also BPA-free.

Across all of Nestlé Waters North America businesses, we are reducing our environmental footprint and working with others to help improve recycling rates in North America. Nestlé is committed to sustainability practices across all business sectors, from sourcing to manufacturing to product development all the way through the recycling process.

For more information on Nestlé Waters, visit www.nestle-waters.com



Oscar Mayer Can Pump Up Your Sales with Protein



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Rocky River, OH 44116

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Protein snacking is a \$19 Billion category with a projected annual growth rate of 7%, and 3 out of every 4 adults are adding more protein to their diet. Oscar Mayer's Portable Protein Pack (P3) is a refrigerated protein snack containing simple, protein-rich foods with no artificial preservatives.

Each serving delivers 13 grams of protein for those adults who lead an active lifestyle and are looking for energy to keep going strong.

P3 offers real Oscar Mayer Select

meat, Kraft Natural Cheese and Planters Nuts packed into one protein-rich wholesome snack.

Since market introduction in 2013, sales for P3 have been 71% incremental to the refrigerated case and seen turns 2-3 times greater in convenience stores than any other retail channel.

P3 is available in a variety of combinations and has a suggested retail price of \$1.99. New for 2015 are Ham, Monterey Jack & Cashews and Chicken, Monterey Jack & Cashews.

Kraft Heinz is offering a rebate incentive on new distribution of Oscar Mayer and Kraft Cheese. To learn more contact (888) 695-6733, visit www.kraftinsights.com or email kraftcscommuni@kraftfoods.com for more information.

RETURN SERVICE REQUESTED

Prairie City Bakery's Gourmet Wrapped Breakfast Program



Are you tired of the drive-by consumer? We're talking about the person that used to come into your stores every day, but now only stops once a week for gas. Those once loyal customers have found other outlets to serve their needs, especially at breakfast time. Consumers are seeking convenience and quality, and c-stores must offer both to compete against bakery cafés, QSRs and other formats in the morning daypart.

Many c-stores have raised the bar by upgrading their coffee program, offering better quality coffee, as well as a variety of flavor choices. Unfortunately some of those operators have missed out on incremental sales when neglecting to upgrade their pastry program. C-stores need to offer a gourmet pastry program to complement their updated coffee program, encouraging consumers to bundle a high-quality pastry with their high-quality coffee.

This is where we come in. Prairie City Bakery offers a full-line gourmet wrapped pastry program with a variety of products and flavors so that your customers can pick and choose – just like they do at the coffee bar. Our packaging is colorful and vibrant with flavor indicators so that your customers can make a buying decision quickly. These Danish, Down Home Muffins, Monster Muffins, and Strudels are incredibly delicious and will keep your customers coming back for more.

Prairie City offers:

- * A 21 day shelf life.
- * Complete product line.
- * Great tasting products.
- * Vibrant, colorful packaging.
- * Free merchandising units available.

Find out how to revamp your wrapped breakfast program. Give us a call today at (800) 338-5122 or visit www.pcbakery.com for more information.